# YouGov

Burgers Fieldwork Dates: 18th - 19th May 2020

Conducted by YouGov YouGov RealTime

© YouGov plc 2020

# YouGov

#### BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

#### EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov PIc. Total sample size was 1179 adults. Fieldwork was undertaken between 18th - 19th May 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

## YouGov RealTime Burgers

US\_nat Sample: 18th - 19th May 2020

YouGov		Gender		Age			Region				Race			
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
CYC_Q5. How much do you like or dislike meat based burgers														
e.g., hamburgers, cheeseburgers etc.)?	4470	500	050	200	074	500	000	000	430	2014	700	407	470	71
Unweighted base	1179	523	656	308	371	500	233	232		284	798	137	173	
Base: All US Adults	1179	577	602	334	354	491	210	248	444	278	788	134	186	72
Like a lot	53%	60%	46%	44%	55%	57%	54%	61%	48%	52%	61%	41%	31%	43%
Somewhat like	20% 10%	18%	22% 12%	20%	20%	19%	19% 10%	16%	24%	18%	19% 6%	16% 15%	29% 19%	11% 16%
Neither like or dislike		7%		14%	10%	7%		6%	10%	12%				
Somewhat dislike	5%	4%	6%	8%	4%	4%	6%	3%	5%	5%	4%	8%	6%	7%
Dislike a lot	3%	3%	3%	4%	3%	2%	1%	5%	3%	3%	2%	6%	3%	6%
Not applicable - I don't eat meat-based burgers	10%	8%	11%	9%	8%	11%	10%	8%	10%	10%	8%	14%	12%	16%
Net: Top 2	73%	78%	68%	65%	75%	76%	73%	77%	72%	70%	80%	57%	60%	54%
Net: Bottom 2	8%	7%	9%	12%	7%	6%	7%	9%	8%	8%	6%	14%	9%	13%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply.														
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply.	1035	474	561	268	333	434	209	202	379	245	717	112	147	59
se as toppings or dressing on your meat-based burgers (e.g.,	1035 1029	474 512	561 517	268 288	333 315	434 426	209	202 215	379 385	245 240	717	112 108	147 157	59 56
e as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base														
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers	1029	512	517	288	315	426	188	215	385	240	708	108	157	56
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions	1029 57%	512 59%	517 56%	288 45%	315 56%	426 67%	188 53%	215 57%	385 58%	240 60%	708 59%	108 56%	157 53%	56 55%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms	1029 57% 23%	512 59% 24%	517 56% 22%	288 45% 21%	315 56% 28%	426 67% 20%	188 53% 25%	215 57% 23%	385 58% 21%	240 60% 24%	708 59% 24%	108 56% 19%	157 53% 19%	56 55% 31%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup	1029 57% 23% 65%	512 59% 24% 68%	517 56% 22% 61%	288 45% 21% 62%	315 56% 28% 70%	426 67% 20% 63%	188 53% 25% 70%	215 57% 23% 70%	385 58% 21% 59%	240 60% 24% 65%	708 59% 24% 67%	108 56% 19% 66%	157 53% 19% 52%	56 55% 31% 67%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese	1029 57% 23% 65% 74%	512 59% 24% 68% 73%	517 56% 22% 61% 75%	288 45% 21% 62% 68%	315 56% 28% 70% 80%	426 67% 20% 63% 74%	188 53% 25% 70% 72%	215 57% 23% 70% 79%	385 58% 21% 59% 73%	240 60% 24% 65% 73%	708 59% 24% 67% 79%	108 56% 19% 66% 64%	157 53% 19% 52% 60%	56 55% 31% 67% 67%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes	1029 57% 23% 65% 74% 58%	512 59% 24% 68% 73% 53%	517 56% 22% 61% 75% 62%	288 45% 21% 62% 68% 44%	315 56% 28% 70% 80% 55%	426 67% 20% 63% 74% 69%	188 53% 25% 70% 72% 50%	215 57% 23% 70% 79% 54%	385 58% 21% 59% 73% 58%	240 60% 24% 65% 73% 65%	708 59% 24% 67% 79% 60%	108 56% 19% 66% 64% 49%	157 53% 19% 52% 60% 53%	56 55% 31% 67% 67% 60%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles	1029 57% 23% 65% 74% 58% 54%	512 59% 24% 68% 73% 53% 52%	517 56% 22% 61% 75% 62% 55%	288 45% 21% 62% 68% 44% 43%	315 56% 28% 70% 80% 55%	426 67% 20% 63% 74% 69% 60%	188 53% 25% 70% 72% 50% 52%	215 57% 23% 70% 79% 54% 54%	385 58% 21% 59% 73% 58% 56%	240 60% 24% 65% 73% 65% 52%	708 59% 24% 67% 79% 60% 57%	108 56% 19% 66% 64% 49% 44%	157 53% 19% 52% 60% 53% 48%	56 55% 31% 67% 67% 60% 51%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce	1029 57% 23% 65% 74% 58% 54% 64%	512 59% 24% 68% 73% 53% 52% 62%	517 56% 22% 61% 75% 62% 55% 66%	288 45% 21% 62% 68% 44% 43% 59%	315 56% 28% 70% 80% 55% 55% 62%	426 67% 20% 63% 74% 69% 60% 69%	188 53% 25% 70% 72% 50% 52% 56%	215 57% 23% 70% 79% 54% 54% 62%	385 58% 21% 59% 73% 58% 56% 65%	240 60% 24% 65% 73% 65% 52% 69%	708 59% 24% 67% 79% 60% 57% 63%	108 56% 19% 66% 64% 49% 44% 68%	157 53% 19% 52% 60% 53% 48% 62%	56 55% 31% 67% 67% 60% 51% 66%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado	1029 57% 23% 65% 74% 58% 54% 64% 19%	512 59% 24% 68% 73% 53% 52% 62% 17%	517 56% 22% 61% 75% 62% 55% 66% 21%	288 45% 21% 62% 68% 44% 43% 59% 20%	315 56% 28% 70% 80% 55% 55% 62% 23%	426 67% 20% 63% 74% 69% 60% 69% 14%	188 53% 25% 70% 72% 50% 52% 56% 18%	215 57% 23% 70% 79% 54% 62% 9%	385 58% 21% 59% 73% 58% 56% 65% 17%	240 60% 24% 65% 73% 65% 52% 69% 31%	708 59% 24% 67% 79% 60% 57% 63% 16%	108 56% 19% 66% 64% 49% 44% 68% 16%	157 53% 19% 52% 60% 53% 48% 62% 30%	56           55%           31%           67%           67%           51%           66%           28%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon	1029 57% 23% 65% 74% 58% 54% 64% 19% 45%	512 59% 24% 68% 73% 53% 52% 62% 62% 17% 48%	517 56% 22% 61% 75% 62% 65% 66% 21% 42%	288 45% 21% 62% 68% 44% 43% 59% 20% 40%	315 56% 28% 70% 80% 55% 62% 23% 54%	426 67% 20% 63% 74% 69% 60% 69% 14% 42%	188 53% 25% 70% 72% 50% 52% 56% 18% 43%	215 57% 23% 70% 79% 54% 62% 9% 43%	385 58% 21% 59% 73% 58% 56% 66% 66% 17% 47%	240 60% 24% 65% 73% 65% 65% 69% 31% 46%	708 59% 24% 67% 79% 60% 57% 63% 16% 46%	108 56% 19% 66% 64% 49% 44% 68% 16% 39%	157 53% 19% 52% 60% 53% 48% 62% 30% 48%	56 55% 31% 67% 67% 60% 51% 66% 28% 40%
e as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs	1029 57% 23% 65% 74% 58% 54% 64% 19% 45% 12%	512 59% 24% 68% 73% 53% 52% 62% 17% 48% 14%	517 56% 22% 61% 62% 55% 66% 21% 42% 10%	288 45% 21% 68% 44% 43% 59% 20% 40% 21%	315 56% 28% 70% 80% 55% 62% 23% 62% 23% 54% 13%	426 67% 20% 63% 74% 69% 60% 60% 60% 63% 14% 42% 5%	188 53% 25% 70% 50% 52% 56% 18% 43% 13%	215 57% 23% 70% 54% 54% 62% 9% 43% 7%	385 58% 21% 59% 73% 58% 56% 65% 65% 47% 12%	240 60% 24% 65% 65% 65% 65% 69% 31% 46% 15%	708 59% 24% 67% 79% 60% 57% 63% 16% 46% 9%	108 56% 19% 64% 49% 44% 68% 16% 39% 22%	157 53% 19% 52% 60% 53% 48% 62% 30% 48% 18%	56 55% 31% 67% 60% 51% 66% 28% 40% 11%
e as toppings or dressing on your meat-based burgers (e.g., imburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries	1029 57% 23% 65% 74% 58% 54% 64% 19% 45% 12% 20%	512 59% 24% 68% 73% 53% 52% 62% 62% 17% 48% 14% 24%	517 56% 22% 61% 75% 62% 66% 21% 42% 10% 10%	288 45% 21% 62% 68% 44% 43% 59% 20% 40% 21% 21% 24%	315 56% 28% 70% 80% 55% 62% 23% 62% 23% 54% 13% 24%	426 67% 20% 63% 69% 60% 60% 60% 14% 42% 5% 5%	188 53% 25% 70% 72% 50% 56% 66% 18% 43% 13% 27%	215 57% 23% 70% 79% 54% 62% 9% 43% 7% 12%	385 58% 21% 59% 73% 58% 56% 65% 17% 47% 12% 18%	240 60% 24% 65% 65% 52% 69% 31% 46% 15% 25%	708 59% 24% 67% 79% 60% 57% 63% 16% 46% 9% 14%	108 56% 19% 66% 64% 49% 44% 68% 16% 39% 22% 28%	157 53% 19% 52% 60% 53% 48% 62% 30% 48% 18% 39%	56 55% 31% 67% 60% 51% 66% 28% 40% 11% 23%
se as toppings or dressing on your meat-based burgers (e.g., imburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard	1029 57% 23% 65% 74% 58% 54% 64% 19% 45% 12% 20% 52%	512 59% 24% 68% 73% 53% 52% 62% 17% 48% 14% 24% 54%	517 56% 22% 61% 75% 62% 55% 66% 21% 42% 10% 10% 42%	288 45% 21% 62% 68% 44% 43% 59% 20% 40% 21% 21% 24%	315 56% 28% 70% 80% 55% 65% 62% 23% 54% 13% 24% 52%	426 67% 20% 63% 74% 60% 60% 60% 14% 42% 5% 15%	188 53% 25% 70% 50% 52% 52% 58% 18% 43% 13% 13% 27% 42%	215 57% 23% 70% 54% 54% 62% 9% 43% 7% 12% 53%	385 58% 21% 59% 73% 58% 56% 65% 17% 47% 12% 18% 55%	240 60% 24% 65% 73% 65% 52% 69% 31% 46% 15% 25% 52%	708 59% 24% 67% 79% 60% 57% 63% 16% 46% 9% 14% 52%	108 56% 19% 64% 49% 44% 68% 16% 39% 22% 22% 28% 52%	157 53% 19% 52% 60% 53% 48% 62% 30% 48% 18% 18% 51%	56 55% 31% 67% 60% 51% 66% 28% 40% 11% 23% 48%
e as toppings or dressing on your meat-based burgers (e.g., mburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish	1029 57% 23% 65% 74% 58% 54% 19% 45% 12% 20% 52% 13%	512 59% 24% 68% 73% 53% 62% 62% 17% 48% 14% 24% 54% 16%	517 56% 22% 61% 75% 62% 55% 66% 21% 42% 10% 10% 10%	288 45% 21% 62% 68% 44% 43% 59% 20% 40% 21% 24% 46% 9%	315 56% 28% 70% 80% 55% 62% 23% 64% 13% 24% 52% 12%	426 67% 20% 63% 74% 69% 60% 69% 14% 42% 5% 15% 5% 15% 55% 16%	188 53% 25% 70% 72% 50% 52% 56% 18% 43% 13% 27% 42% 16%	215 57% 23% 70% 54% 54% 62% 9% 43% 7% 12% 53% 10%	385 58% 21% 59% 73% 58% 55% 65% 65% 47% 12% 18% 55% 11%	240 60% 24% 65% 73% 65% 52% 68% 31% 46% 15% 25% 25% 25% 17%	708 59% 24% 67% 79% 60% 57% 63% 16% 46% 9% 14% 52% 13%	108 56% 19% 66% 64% 49% 44% 68% 16% 39% 22% 28% 52% 16%	157 53% 19% 52% 60% 53% 48% 62% 30% 30% 48% 18% 39% 51%	56 55% 31% 67% 60% 51% 66% 28% 40% 11% 23% 48% 18%
e as toppings or dressing on your meat-based burgers (e.g., imburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Reish Mayo/Aidi	1029 57% 23% 65% 54% 54% 19% 45% 12% 20% 52% 13%	512 55% 24% 68% 73% 52% 62% 62% 62% 17% 48% 14% 24% 54% 16% 39%	517 56% 22% 61% 75% 62% 55% 66% 21% 42% 10% 16% 49% 10%	288 45% 21% 62% 68% 44% 43% 59% 20% 40% 22% 40% 21% 24% 46% 9% 33%	315 56% 28% 70% 80% 55% 62% 23% 54% 13% 24% 52% 13% 24% 50%	426 67% 20% 63% 74% 69% 69% 14% 42% 5% 15% 5% 15% 55% 16% 43%	188           53%           25%           70%           72%           50%           56%           18%           43%           13%           27%           42%           16%           37%	215 57% 23% 70% 54% 62% 9% 43% 7% 12% 53% 10% 39%	385 58% 21% 59% 73% 58% 65% 65% 47% 12% 18% 55% 11% 44%	240 60% 24% 65% 73% 65% 69% 31% 46% 15% 25% 52% 15% 25% 47%	708 59% 24% 67% 79% 60% 53% 16% 46% 9% 14% 52% 13% 44%	108 56% 19% 66% 64% 49% 44% 68% 16% 39% 22% 28% 52% 16% 35%	157 53% 19% 52% 60% 53% 62% 30% 48% 48% 18% 39% 51% 11%	56 55% 31% 67% 60% 51% 66% 28% 40% 11% 23% 48% 18%
se as toppings or dressing on your meat-based burgers (e.g., amburgers, cheeseburgers etc.)? Please select all that apply. Unweighted base Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Reilish Mayo/Aioi Hot sauce Ranch dressing	1029 57% 23% 65% 74% 58% 64% 64% 19% 45% 12% 20% 52% 13% 43% 10% 8%	512 59% 24% 68% 73% 53% 52% 62% 17% 48% 14% 24% 54% 16% 39% 13% 7%	517 56% 22% 61% 75% 62% 55% 66% 21% 42% 10% 10% 10% 46% 7% 9%	288 45% 21% 68% 44% 43% 59% 20% 40% 21% 24% 46% 9% 33% 13% 9%	315 56% 28% 70% 80% 55% 62% 62% 62% 13% 24% 52% 12% 50% 12%	426 67% 20% 63% 74% 69% 60% 69% 14% 42% 5% 15% 55% 16% 43% 6% 4%	188           53%           25%           70%           50%           50%           56%           18%           43%           13%           27%           42%           16%           37%           15%           9%	215 57% 23% 70% 54% 62% 9% 43% 7% 12% 53% 10% 39% 4%	385 58% 21% 55% 73% 58% 56% 65% 17% 47% 12% 18% 55% 11% 44% 11% 8%	240 60% 24% 65% 73% 65% 52% 69% 31% 46% 15% 25% 52% 17% 47% 47% 10% 8%	708           59%           24%           67%           79%           60%           57%           63%           16%           46%           9%           14%           52%           13%           44%           8%           7%	108 56% 19% 66% 64% 49% 44% 68% 16% 39% 22% 28% 52% 16% 35% 12% 5%	157 53% 19% 52% 60% 53% 48% 62% 30% 48% 18% 39% 51% 11% 41% 11% 12%	56           55%           31%           67%           60%           28%           40%           11%           23%           48%           18%           42%           17%           13%
Base: US adults eat and don't dislike meat based burgers Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish Mayo/Aidi Hot sauce	1029 57% 23% 65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43% 10%	512 59% 24% 68% 73% 53% 52% 62% 17% 48% 14% 24% 54% 16% 39% 13%	517 56% 22% 61% 75% 62% 55% 66% 21% 42% 10% 16% 49% 10% 46% 7%	288 45% 21% 68% 68% 44% 59% 20% 40% 21% 24% 46% 9% 33% 13%	315 56% 28% 70% 80% 55% 62% 23% 54% 13% 24% 52% 12% 50% 12% 11%	426 67% 20% 63% 74% 69% 60% 69% 14% 42% 55% 15% 55% 16% 43% 6%	188           53%           25%           70%           72%           50%           56%           18%           43%           13%           27%           42%           16%           37%           15%	215 57% 23% 70% 54% 62% 9% 43% 7% 12% 53% 10% 39% 4% 6%	385 58% 21% 59% 73% 58% 66% 66% 66% 17% 47% 12% 18% 55% 11% 44% 11%	240 60% 24% 65% 55% 65% 68% 31% 46% 15% 25% 52% 17% 47% 10%	708 59% 24% 67% 79% 60% 57% 63% 16% 46% 9% 14% 52% 13% 14% 8%	108 56% 19% 64% 49% 44% 68% 16% 39% 22% 28% 52% 16% 35% 12%	157 53% 19% 52% 60% 53% 48% 62% 30% 48% 18% 39% 51% 11% 11% 11%	56 55% 67% 67% 60% 51% 66% 28% 40% 11% 23% 48% 18% 42% 17%

Cell Contents (Column Percentages)

### YouGov RealTime Burgers US\_nat Sample: 18th - 19th May 2020

YouGov		Education				Marital Status								
	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	
C_Q5. How much do you like or dislike meat based burgers .g., hamburgers, cheeseburgers etc.)?														
Unweighted base	1179	425	387	234	133	572	14	87	43	716	273	107	56	12
Base: All US Adults	1179	471	368	216	124	559	15	83	40	697	288	105	55	12
Like a lot	53%	51%	53%	57%	50%	56%	18%	45%	59%	54%	49%	59%	53%	51%
Somewhat like	20%	18%	20%	22%	23%	21%	44%	20%	15%	21%	20%	13%	20%	30%
Neither like or dislike	10%	11%	11%	8%	7%	8%	22%	16%	8%	9%	11%	13%	5%	-
Somewhat dislike	5%	5%	4%	5%	6%	4%	16%	11%	2%	5%	5%	5%	4%	-
Dislike a lot	3%	3%	4%	2%	4%	3%	-	5%	-	3%	3%	2%	6%	5%
Not applicable - I don't eat meat-based burgers	10%	13%	8%	5%	10%	8%	-	2%	15%	7%	13%	8%	13%	14%
Net: Top 2	73%	68%	74%	79%	73%	77%	62%	66%	74%	75%	69%	72%	73%	81%
Net: Bottom 2	8%	8%	7%	7%	10%	7%	16%	16%	2%	8%	8%	7%	9%	5%
	1035 1029					515	14	82	36	647	229	96	46	9
Unweighted base	1035	361	345	216	113	515	14	82	36	647	229	96	46	9
Base: US adults eat and don't dislike meat based burgers		395	327	200	107	498	15	77	34	625	243	95	45	10
Onions	57%	56%	59%	60%	52%	60%	43%	77 58%	47%	59%	48%	58%	77%	59%
	57% 23%							77 58% 24%	47% 15%	59% 22%	48% 20%			59% 40%
Onions	57% 23% 65%	56% 20% 64%	59% 24% 66%	60% 24% 67%	52% 28% 60%	60%	43% 17% 60%	77 58% 24% 73%	47% 15% 59%	59% 22% 67%	48% 20% 63%	58% 27% 61%	77% 29% 63%	59% 40% 62%
Onions Mushrooms	57% 23% 65% 74%	56% 20% 64% 71%	59% 24% 66% 77%	60% 24% 67% 74%	52% 28% 60% 81%	60% 23% 67% 76%	43% 17% 60% 59%	77 58% 24% 73% 80%	47% 15% 59% 83%	59% 22% 67% 76%	48% 20% 63% 69%	58% 27% 61% 79%	77% 29% 63% 66%	59% 40% 62% 75%
Onions Mushrooms Ketchup Cheese Tomatoes	57% 23% 65% 74% 58%	56% 20% 64% 71% 56%	59% 24% 66% 77% 59%	60% 24% 67% 74% 58%	52% 28% 60% 81% 61%	60% 23% 67% 76% 60%	43% 17% 60% 59% 59%	77 58% 24% 73% 80% 63%	47% 15% 59% 83% 44%	59% 22% 67% 76% 59%	48% 20% 63% 69% 50%	58% 27% 61% 79% 66%	77% 29% 63% 66% 71%	59% 40% 62% 75% 51%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles	57% 23% 65% 74% 58% 54%	56% 20% 64% 71% 56% 51%	59% 24% 66% 77% 59% 56%	60% 24% 67% 74% 58% 55%	52% 28% 60% 81% 61% 55%	60% 23% 67% 76% 60% 56%	43% 17% 60% 59% 59% 61%	77 58% 24% 73% 80% 63% 50%	47% 15% 59% 83% 44% 57%	59% 22% 67% 76% 59% 56%	48% 20% 63% 69% 50% 48%	58% 27% 61% 79% 66% 56%	77% 29% 63% 66% 71% 52%	59% 40% 62% 75% 51% 46%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce	57% 23% 65% 74% 58% 54% 64%	56% 20% 64% 71% 56% 51% 63%	59% 24% 66% 77% 59% 56% 67%	60% 24% 67% 74% 58% 55% 61%	52% 28% 60% 81% 61% 55% 64%	60% 23% 67% 76% 60% 56% 66%	43% 17% 60% 59% 59% 61% 53%	77 58% 24% 73% 80% 63% 50% 61%	47% 15% 59% 83% 44% 57% 64%	59% 22% 67% 76% 59% 56% 65%	48% 20% 63% 69% 50% 48% 61%	58% 27% 61% 79% 66% 56% 62%	77% 29% 63% 66% 71% 52% 73%	59% 40% 62% 75% 51% 46% 51%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado	57% 23% 65% 74% 58% 54% 64% 19%	56% 20% 64% 71% 56% 51% 63% 14%	59% 24% 66% 77% 59% 56% 67% 17%	60% 24% 67% 74% 58% 55% 61% 25%	52% 28% 60% 81% 61% 55% 64% 26%	60% 23% 67% 76% 60% 56% 66% 17%	43% 17% 60% 59% 61% 53% 17%	77 58% 24% 73% 80% 63% 50% 61% 31%	47% 15% 59% 83% 44% 57% 64% 15%	59% 22% 67% 76% 59% 56% 65% 18%	48% 20% 63% 69% 50% 48% 61% 18%	58% 27% 61% 79% 66% 56% 62% 22%	77% 29% 63% 66% 71% 52% 73% 14%	59% 40% 62% 75% 51% 46% 51% 37%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon	57% 23% 65% 74% 58% 54% 64% 19% 45%	56% 20% 64% 71% 56% 51% 63% 14% 47%	59% 24% 66% 77% 59% 56% 67% 17% 44%	60% 24% 67% 74% 58% 55% 61% 25% 44%	52% 28% 60% 81% 61% 55% 64% 26% 45%	60% 23% 67% 66% 56% 66% 17% 47%	43% 17% 60% 59% 61% 61% 53% 17% 17%	77 58% 24% 73% 80% 63% 61% 31% 55%	47% 15% 59% 83% 44% 57% 64% 15% 53%	59% 22% 67% 76% 59% 65% 65% 18% 48%	48% 20% 63% 69% 50% 48% 61% 18% 41%	58% 27% 61% 79% 66% 56% 62% 22% 47%	77% 29% 63% 66% 71% 52% 73% 14% 24%	59% 40% 62% 75% 51% 46% 51% 37% 57%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs	57% 23% 66% 74% 58% 54% 64% 19% 45% 12%	56% 20% 64% 71% 56% 51% 63% 14% 47% 12%	59% 24% 66% 77% 59% 56% 67% 17% 44% 12%	60% 24% 67% 74% 58% 55% 61% 25% 44% 13%	52% 28% 60% 81% 61% 55% 64% 26% 45% 7%	60% 23% 67% 60% 56% 66% 17% 47%	43% 17% 60% 59% 61% 53% 17% 17% 11%	77 58% 24% 73% 63% 63% 63% 61% 31% 55% 17%	47% 15% 59% 83% 44% 57% 64% 15% 53%	59% 22% 67% 59% 56% 65% 18% 48% 11%	48% 20% 63% 69% 50% 48% 61% 18% 41% 15%	58% 27% 61% 79% 66% 56% 62% 22% 47% 13%	77% 29% 63% 66% 71% 52% 73% 14% 24% 2%	59% 40% 62% 75% 51% 46% 51% 37% 57%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries	57% 23% 65% 74% 58% 54% 64% 19% 45% 12% 20%	56% 20% 64% 71% 56% 51% 63% 14% 47% 12% 24%	59% 24% 66% 77% 59% 56% 67% 17% 44% 12% 20%	60% 24% 67% 74% 58% 61% 25% 44% 13% 14%	52% 28% 60% 81% 55% 64% 26% 45% 7% 17%	60% 23% 67% 60% 56% 66% 66% 47% 10% 17%	43% 17% 60% 59% 61% 53% 17% 17% 11% 29%	77 58% 24% 73% 80% 63% 61% 31% 55% 17% 16%	47% 15% 59% 83% 44% 57% 64% 15% 53% 53% 5% 22%	59% 22% 67% 59% 56% 65% 18% 48% 11% 18%	48% 20% 63% 69% 50% 48% 61% 18% 41% 15% 25%	58% 27% 61% 79% 66% 56% 62% 22% 47% 13% 20%	77% 29% 63% 66% 71% 52% 73% 14% 24% 24% 2% 19%	59% 40% 62% 51% 46% 51% 37% 57% - 8%
Orions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries	57% 23% 65% 58% 58% 64% 19% 45% 12% 20% 52%	56%           20%           64%           71%           56%           51%           63%           14%           47%           12%           24%           50%	59% 24% 66% 77% 59% 56% 67% 17% 44% 12% 20% 55%	60% 24% 67% 58% 55% 61% 25% 44% 13% 14% 51%	52% 28% 60% 81% 61% 55% 64% 26% 45% 7% 17% 51%	60% 23% 67% 76% 60% 56% 66% 17% 47% 10% 10% 51%	43% 17% 60% 59% 59% 61% 53% 17% 17% 17% 29% 47%	77 58% 24% 73% 80% 63% 50% 61% 31% 55% 17% 16% 61%	47% 15% 59% 83% 44% 57% 64% 15% 53% 53% 53% 22% 54%	59% 22% 67% 76% 59% 56% 65% 18% 48% 11% 18% 52%	48% 20% 63% 69% 50% 48% 61% 18% 41% 15% 25% 48%	58% 27% 61% 79% 66% 56% 62% 22% 47% 13% 20% 54%	77% 29% 63% 66% 71% 55% 73% 14% 24% 24% 2% 19% 53%	59% 40% 62% 75% 46% 51% 37% 57% - 8% 56%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish	57% 23% 65% 58% 58% 64% 19% 45% 12% 20% 52% 13%	56%           20%           64%           71%           56%           51%           63%           14%           47%           12%           24%           50%           12%	59% 24% 66% 77% 59% 56% 67% 67% 44% 12% 20% 20% 55% 13%	60% 24% 67% 74% 58% 61% 25% 44% 13% 14% 51%	52% 28% 60% 81% 55% 64% 28% 45% 7% 17% 51% 51%	60% 23% 67% 60% 56% 66% 17% 47% 10% 17% 51% 14%	43% 17% 60% 59% 61% 53% 17% 17% 17% 47% -	77 58% 24% 73% 80% 63% 50% 61% 31% 55% 17% 16% 61% 9%	47% 15% 59% 83% 44% 57% 64% 15% 53% 53% 5% 22% 54% 18%	59% 22% 67% 56% 59% 65% 18% 48% 11% 18% 52% 14%	48% 20% 63% 69% 50% 48% 61% 18% 41% 15% 25% 48% 10%	58% 27% 61% 79% 66% 56% 62% 22% 47% 13% 20% 54% 22%	77% 29% 63% 66% 77% 52% 73% 14% 24% 2% 19% 53% 9%	59% 40% 62% 75% 51% 46% 51% 37% 57% - 8% 56% 18%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Reilsh Mayo/Aidi	57% 23% 65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43%	56%           20%           64%           71%           56%           51%           63%           14%           47%           24%           50%           12%           43%	59% 24% 66% 77% 59% 67% 17% 44% 20% 55% 13% 42%	60% 24% 67% 74% 58% 61% 25% 44% 13% 14% 51% 14% 42%	52% 28% 60% 81% 61% 55% 64% 26% 45% 7% 17% 51% 51% 14% 42%	60% 23% 67% 60% 56% 68% 17% 47% 10% 17% 51% 51% 44%	43% 17% 60% 59% 59% 61% 53% 17% 17% 17% 29% 47%	77 58% 24% 73% 80% 63% 50% 61% 31% 55% 17% 16% 61%	47% 15% 59% 83% 44% 57% 64% 15% 55% 22% 54% 18% 38%	59% 67% 76% 59% 66% 66% 18% 48% 11% 11% 18% 52% 14% 45%	48% 20% 63% 50% 48% 61% 18% 41% 15% 25% 48% 40% 36%	58% 27% 61% 79% 66% 56% 62% 22% 47% 22% 47% 20% 54% 22%	77% 29% 63% 66% 71% 52% 73% 14% 24% 24% 29% 19% 53% 9% 44%	59% 40% 62% 75% 51% 37% 57% - 8% 56% 18% 54%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish Mayo/Aioli Hot sauce	57% 23% 65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43% 10%	56%           20%           64%           71%           56%           51%           63%           14%           47%           12%           24%           50%           12%           43%           8%	59% 24% 66% 77% 59% 56% 67% 17% 44% 12% 20% 55% 13% 42% 11%	60% 24% 67% 74% 58% 55% 61% 25% 44% 13% 14% 51% 14% 42% 12%	52% 28% 60% 81% 61% 55% 64% 26% 45% 7% 17% 51% 51% 14% 42% 8%	60% 23% 67% 60% 56% 66% 17% 17% 10% 17% 51% 14% 44% 9%	43% 43% 60% 59% 59% 61% 53% 17% 17% 17% 47% 40% -	77 58% 24% 73% 80% 63% 50% 61% 31% 55% 16% 61% 9% 55% 17%	47% 15% 59% 83% 44% 57% 64% 15% 53% 53% 53% 54% 18% 38% 9%	59% 22% 67% 58% 55% 18% 18% 18% 18% 52% 14% 45% 10%	48% 20% 63% 50% 48% 61% 18% 41% 15% 25% 48% 10% 36% 12%	58% 27% 61% 79% 66% 56% 62% 22% 47% 13% 22% 47% 22% 44% 22% 44%	77% 29% 63% 66% 71% 52% 14% 24% 24% 19% 53% 9% 44% 2%	59% 40% 62% 75% 51% 46% 51% 37% 57% - 8% 56% 18%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish Mayo/Aidi Hot sauce Ranch dressing	57% 23% 65% 74% 58% 54% 64% 19% 45% 20% 52% 12% 20% 52% 13% 43% 10% 8%	56%           20%           64%           71%           56%           51%           63%           14%           47%           12%           50%           12%           43%           8%           7%	59%           24%           66%           77%           59%           67%           17%           44%           20%           55%           13%           42%           11%           10%	60% 24% 67% 74% 58% 61% 25% 44% 13% 14% 51% 14% 42% 12% 7%	52% 28% 60% 81% 61% 55% 64% 26% 45% 7% 17% 51% 14% 42% 8% 7%	60% 23% 67% 56% 60% 56% 66% 17% 47% 47% 10% 17% 51% 14% 44% 9% 8%	43% 43% 60% 59% 59% 61% 53% 17% 17% 17% 29% 47% - 6%	77 58% 24% 73% 80% 63% 50% 61% 31% 55% 17% 61% 9% 55% 17% 10%	47% 15% 59% 83% 44% 57% 64% 15% 53% 53% 53% 54% 18% 38% 9% 4%	59% 22% 67% 59% 58% 65% 18% 48% 11% 18% 52% 14% 45% 10% 8%	48% 20% 63% 50% 48% 61% 18% 41% 15% 25% 48% 10% 36% 12% 8%	58% 27% 61% 79% 66% 56% 62% 62% 22% 47% 13% 20% 54% 22% 44% 10% 5%	77% 29% 63% 66% 71% 52% 73% 14% 24% 22% 53% 9% 44% 25% 2%	59% 40% 62% 51% 37% 57% - 8% 55% 18% 55% 7%
Onions Mushrooms Ketchup Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish Mayo/Aloii Hot sauce	57% 23% 65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43% 10%	56%           20%           64%           71%           56%           51%           63%           14%           47%           12%           24%           50%           12%           43%           8%	59% 24% 66% 77% 59% 56% 67% 17% 44% 12% 20% 55% 13% 42% 11%	60% 24% 67% 74% 58% 55% 61% 25% 44% 13% 14% 51% 14% 42% 12%	52% 28% 60% 81% 61% 55% 64% 26% 45% 7% 17% 51% 51% 14% 42% 8%	60% 23% 67% 60% 56% 66% 17% 17% 10% 17% 51% 14% 44% 9%	43% 43% 60% 59% 59% 61% 53% 17% 17% 17% 47% 40% -	77 58% 24% 73% 80% 63% 50% 61% 31% 55% 16% 61% 9% 55% 17%	47% 15% 59% 83% 44% 57% 64% 15% 53% 53% 53% 54% 18% 38% 9%	59% 22% 67% 58% 55% 18% 18% 18% 18% 52% 14% 45% 10%	48% 20% 63% 50% 48% 61% 18% 41% 15% 25% 48% 10% 36% 12%	58% 27% 61% 79% 66% 56% 62% 22% 47% 13% 22% 47% 22% 44% 22% 44%	77% 29% 63% 66% 71% 52% 14% 24% 24% 19% 53% 9% 44% 2%	59% 40% 62% 75% 51% 37% 57% - 8% 56% 18% 54%

Cell Contents (Col

### YouGov RealTime Burgers US\_nat Sample: 18th - 19th May 2020

YouGov				Parent or guardian of any children					Income			
	Total	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
KYC_Q5. How much do you like or dislike meat based burgers (e.g., hamburgers, cheeseburgers etc.)?								l				
Unweighted base	1179	1	14	306	398	655	481	43	400	326	298	155
Base: All US Adults	1179	1	20	294	391	639	491	49	408	330	286	156
Like a lot	53%	-	27%	51%	53%	53%	55%	31%	48%	56%	59%	47%
Somewhat like	20%	-	10%	22%	20%	21%	19%	15%	18%	21%	23%	17%
Neither like or dislike	10%	100%	14%	13%	9%	10%	9%	8%	12%	9%	6%	14%
Somewhat dislike	5%	-	-	5%	5%	5%	4%	7%	6%	5%	3%	3%
Dislike a lot	3%	-	13%	3%	2%	3%	3%	7%	4%	4%	2%	3%
Not applicable - I don't eat meat-based burgers	10%	-	36%	6%	11%	9%	9%	33%	12%	6%	7%	16%
Net: Top 2	73%	-	37%	73%	73%	73%	74%	46%	66%	77%	81%	64%
Net: Bottom 2	8%	· .	13%	8%	8%	8%	7%	14%	10%	8%	5%	6%
Base: US adults eat and don't dislike meat based burgers	1035	1	10	267	349	568	423	30	343	290		
Unweighted base	1035	1	7	281	349	587	423	25	343	298	269	125
				267		568	431	30				
Onions	57%	100%	75%								259	126
Mushrooms					64%	59%	55%	53%	56%	58%	57%	59%
	23%	100%	55%	28%	20%	24%	23%	19%	56% 23%	58% 24%	57% 21%	59% 23%
Ketchup	65%	-	20%	28% 68%	20% 63%	24% 65%	23% 66%	19% 49%	56% 23% 61%	58% 24% 68%	57% 21% 68%	59% 23% 61%
Cheese	65% 74%	- 100%	20% 67%	28% 68% 75%	20% 63% 75%	24% 65% 75%	23% 66% 75%	19% 49% 44%	56% 23% 61% 73%	58% 24% 68% 73%	57% 21% 68% 75%	59% 23% 61% 78%
Cheese Tomatoes	65% 74% 58%	- 100% -	20% 67% 19%	28% 68% 75% 52%	20% 63% 75% 65%	24% 65% 75% 60%	23% 66% 75% 56%	19% 49% 44% 36%	56% 23% 61% 73% 57%	58% 24% 68% 73% 59%	57% 21% 68% 75% 57%	59% 23% 61% 78% 57%
Cheese Tomatoes Pickles	65% 74% 58% 54%	- 100% - 100%	20% 67% 19% 67%	28% 68% 75% 52% 51%	20% 63% 75% 65% 55%	24% 65% 75% 60% 54%	23% 66% 75% 56% 55%	19% 49% 44% 36% 30%	56% 23% 61% 73% 57% 51%	58% 24% 68% 73% 59% 53%	57% 21% 68% 75% 57% 60%	59% 23% 61% 78% 57% 49%
Cheese Tomatoes Pickles Lettuce	65% 74% 58% 54% 64%	- 100% - 100% -	20% 67% 19% 67% 61%	28% 68% 75% 52% 51% 59%	20% 63% 75% 65% 55% 66%	24% 65% 75% 60% 54% 64%	23% 66% 75% 56% 55% 66%	19% 49% 44% 36% 30% 35%	56% 23% 61% 73% 57% 51% 60%	58% 24% 68% 73% 59% 53% 68%	57% 21% 68% 75% 57% 60% 65%	59% 23% 61% 78% 57% 49% 62%
Cheese Tomatoes Pickles Lettuce Avocado	65% 74% 58% 54% 64% 19%	- 100% - 100% - 100%	20% 67% 19% 67% 61% 19%	28% 68% 75% 52% 51% 59% 21%	20% 63% 75% 65% 55% 66% 16%	24% 65% 75% 60% 54% 64% 18%	23% 66% 75% 56% 55% 66% 20%	19% 49% 44% 36% 30% 35% 19%	56% 23% 61% 73% 57% 51% 60% 19%	58% 24% 68% 73% 59% 53% 68% 19%	57% 21% 68% 75% 57% 60% 65% 20%	59% 23% 61% 78% 57% 49% 62% 13%
Cheese Tomatoes Pickles Lettuoe Avocado Bacon	65% 74% 58% 54% 64% 19% 45%	- 100% - 100% - 100% 100%	20% 67% 19% 67% 61% 19% 45%	28% 68% 75% 52% 51% 59% 21% 52%	20% 63% 75% 65% 55% 66% 16% 41%	24% 65% 75% 60% 54% 64% 18% 46%	23% 66% 75% 56% 55% 66% 20% 46%	19% 49% 44% 36% 30% 35% 19% 23%	56% 23% 61% 73% 57% 51% 60% 19% 44%	58% 24% 68% 73% 59% 53% 68% 19% 45%	57% 21% 68% 75% 57% 60% 65% 20% 47%	59% 23% 61% 78% 57% 49% 62% 13% 46%
Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs	65% 74% 58% 54% 64% 19% 45% 12%	- 100% - 100% 100% 100%	20% 67% 19% 67% 61% 19% 45% 31%	28% 68% 75% 52% 51% 59% 21% 52% 18%	20% 63% 75% 65% 55% 66% 16% 41% 7%	24% 65% 75% 60% 54% 64% 18% 46% 12%	23% 66% 75% 56% 55% 66% 20% 46% 12%	19% 49% 44% 36% 30% 35% 19% 23% 14%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11%	58% 24% 68% 73% 59% 53% 68% 19% 45% 14%	57% 21% 68% 75% 57% 60% 65% 20% 47% 12%	59% 23% 61% 78% 57% 49% 62% 13% 46% 9%
Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries	65% 74% 58% 54% 64% 19% 45% 12% 20%	- 100% - 100% 100% 100%	20% 67% 19% 67% 61% 19% 45% 31% 65%	28% 68% 75% 52% 51% 59% 21% 52% 18% 22%	20% 63% 75% 65% 55% 66% 16% 41% 7% 17%	24% 65% 75% 60% 54% 64% 18% 46% 12% 19%	23% 66% 75% 56% 55% 66% 20% 46% 12% 21%	19% 49% 44% 36% 30% 35% 19% 23% 14% 22%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11% 23%	58% 24% 68% 73% 59% 53% 68% 19% 45% 14% 24%	57% 21% 68% 75% 60% 60% 65% 20% 47% 12% 14%	59% 23% 61% 78% 57% 49% 62% 13% 46% 9%
Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard	65% 74% 58% 54% 64% 19% 45% 12% 20% 52%	- 100% - 100% 100% 100% - - 100%	20% 67% 19% 61% 19% 45% 31% 65% 84%	28% 68% 75% 52% 51% 59% 21% 52% 18% 22% 49%	20% 63% 75% 65% 66% 16% 41% 7% 17% 51%	24% 65% 75% 60% 54% 64% 18% 46% 12% 19% 50%	23% 66% 75% 56% 66% 20% 46% 12% 21% 54%	19% 49% 36% 35% 19% 23% 14% 22% 54%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11% 23% 49%	58% 24% 68% 59% 53% 68% 19% 45% 14% 24% 52%	57% 21% 68% 75% 60% 65% 20% 47% 12% 12% 14% 54%	59% 23% 61% 78% 57% 49% 62% 13% 46% 9% 16% 55%
Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish	65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13%		20% 67% 19% 61% 19% 45% 31% 65% 84%	28% 68% 75% 52% 51% 59% 21% 52% 18% 22% 49% 12%	20% 63% 75% 65% 66% 16% 41% 7% 17% 51% 51%	24% 65% 75% 60% 54% 64% 18% 46% 12% 12% 19% 50% 14%	23% 66% 75% 56% 66% 20% 46% 12% 21% 54% 13%	19% 49% 36% 30% 35% 19% 23% 14% 22% 54% 3%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11% 23% 49% 14%	58% 24% 68% 73% 59% 53% 68% 19% 45% 14% 24% 52% 14%	57% 21% 68% 75% 60% 65% 20% 47% 12% 14% 54% 12%	59% 23% 61% 78% 57% 49% 62% 13% 46% 9% 16% 55%
Cheese Tomatoes Pickles Leituce Avocado Bacon Eggs Fries Mustard Relish Mayo/Aioli	65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43%	- 100% - 100% 100% - 100% - - 100%	20% 67% 19% 67% 61% 19% 45% 31% 65% 84% - 28%	28% 68% 75% 52% 51% 59% 21% 52% 18% 22% 49% 49% 12% 41%	20% 63% 75% 65% 55% 66% 16% 41% 7% 17% 51% 16% 44%	24% 65% 75% 60% 54% 64% 18% 46% 12% 19% 50% 14%	23% 66% 75% 55% 66% 20% 46% 12% 21% 54% 13%	19% 49% 44% 30% 30% 19% 23% 14% 22% 54% 33% 33%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11% 23% 49% 14% 43%	58% 24% 68% 73% 59% 53% 68% 19% 45% 14% 24% 52% 14% 47%	57% 21% 68% 75% 57% 60% 65% 20% 47% 12% 14% 12% 14% 54% 12% 40%	59% 23% 61% 78% 57% 49% 62% 13% 46% 9% 16% 55% 10% 36%
Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish Mayo/Aioli Hot sauce	65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43% 10%		20% 67% 19% 61% 19% 45% 31% 65% 84% - - 28% 19%	28% 68% 75% 52% 51% 21% 52% 18% 22% 49% 12% 49% 12% 11%	20% 63% 75% 65% 55% 68% 16% 41% 7% 17% 51% 16% 44% 9%	24% 65% 75% 60% 54% 64% 18% 46% 12% 19% 50% 14% 43% 43%	23% 66% 75% 55% 66% 20% 46% 12% 21% 54% 13% 43% 13%	19% 49% 44% 36% 30% 35% 19% 23% 14% 22% 54% 3% 33% 17%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11% 23% 49% 14% 43% 9%	58% 24% 68% 73% 59% 53% 68% 19% 45% 14% 24% 52% 14% 47% 11%	57% 21% 68% 75% 60% 65% 20% 47% 12% 14% 54% 12% 40% 11%	59% 23% 61% 78% 57% 49% 62% 13% 46% 9% 16% 55% 10% 36%
Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish Mayo/Aioli Hof sauce Ranch dressing	65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43% 10% 8%	- 100% - 100% 100% - 100% - - 100%	20% 67% 19% 61% 19% 45% 31% 65% 84% - - 28% 19% 19%	28% 68% 75% 52% 51% 59% 21% 52% 18% 22% 49% 12% 41% 11%	20% 63% 75% 65% 55% 66% 16% 41% 7% 17% 51% 16% 44% 9% 6%	24% 65% 75% 60% 54% 64% 18% 46% 12% 19% 50% 14% 43% 43% 10% 8%	23% 66% 75% 55% 66% 20% 48% 12% 21% 54% 13% 43% 43% 10% 8%	19% 49% 38% 30% 35% 19% 23% 14% 22% 54% 33% 33% 17% 10%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11% 23% 49% 14% 49% 14% 43% 9% 8%	58% 24% 68% 73% 59% 53% 68% 19% 45% 14% 22% 52% 14% 47% 11% 9%	57% 21% 68% 75% 57% 60% 65% 20% 47% 12% 14% 54% 12% 40% 11% 7%	59%           23%           61%           78%           57%           49%           62%           13%           46%           9%           16%           55%           10%           36%           10%           8%
Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish Mayo/Aioli Hot sauce	65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43% 10% 8% 8%		20% 67% 19% 61% 19% 45% 31% 65% 84% - 28% 19% 19%	28% 68% 75% 52% 51% 59% 21% 52% 18% 22% 49% 12% 41% 11% 11% 11%	20% 63% 75% 65% 55% 66% 16% 41% 7% 17% 51% 16% 44% 9% 6% 9%	24% 65% 75% 60% 54% 64% 18% 46% 12% 19% 50% 14% 43% 43%	23% 66% 75% 55% 66% 20% 46% 12% 21% 21% 21% 43% 13% 43% 10% 8% 7%	19% 49% 38% 30% 35% 19% 23% 14% 22% 54% 3% 33% 17% 10%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11% 23% 44% 11% 23% 49% 14% 43% 9% 8%	58% 24% 68% 73% 59% 53% 68% 19% 45% 14% 45% 14% 52% 14% 47% 11% 9% 9%	57% 21% 68% 75% 60% 60% 20% 20% 47% 12% 14% 54% 12% 40% 11% 7% 8%	59% 23% 61% 78% 57% 49% 62% 13% 46% 9% 16% 55% 10% 36% 10% 8% 6%
Cheese Tomatoes Pickles Lettuce Avocado Bacon Eggs Fries Mustard Relish Mayo(Aioli Hot sauce Ranch dressing	65% 74% 58% 54% 64% 19% 45% 12% 20% 52% 13% 43% 10% 8%	100% 100% 100% 100% 100% 100%	20% 67% 19% 61% 19% 45% 31% 65% 84% - - 28% 19% 19%	28% 68% 75% 52% 51% 59% 21% 52% 18% 22% 49% 12% 41% 11%	20% 63% 75% 65% 55% 66% 16% 41% 7% 17% 51% 16% 44% 9% 6%	24% 65% 75% 60% 54% 64% 18% 46% 12% 19% 50% 14% 43% 43% 10% 8%	23% 66% 75% 55% 66% 20% 48% 12% 21% 54% 13% 43% 43% 10% 8%	19% 49% 38% 30% 35% 19% 23% 14% 22% 54% 33% 33% 17% 10%	56% 23% 61% 73% 57% 51% 60% 19% 44% 11% 23% 49% 14% 49% 14% 43% 9% 8%	58% 24% 68% 73% 59% 53% 68% 19% 45% 14% 22% 52% 14% 47% 11% 9%	57% 21% 68% 75% 57% 60% 65% 20% 47% 12% 14% 54% 12% 40% 11% 7%	59%           23%           61%           78%           57%           49%           62%           13%           46%           9%           16%           55%           10%           36%           10%           8%

Cell Contents (Col